ABSTRACT OF THE DISCLOSURE

Disclosed is a construction that protects an image display screen from degradation and image burn-in. In particular, when images are not displayed over the

5   entire screen by an image display element that performs binary display in an area (see reference symbol B_2) where no images are displayed, dark display is continuously performed. When only dark display is performed in this area, this results in the image

10   display screen suffering from degradation and image burn-in. With the present invention, however, image reversal is cyclically performed for a very short time period, thereby protecting the image display screen from the degradation and image burn-in.